•		.IS	SUE	January 1978
MAGAZINE FIEL	LD & STREAM	TC	TAL CIG. AE	OS6
		10	DIAL PAGES_	152
PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE -ADS	SIZE IF	REMARKS
	Kool #	383 2C-pg. 1	SP.	
	Fact #	127 pg. 15		
	Real #	138 pg. 25		
1 boro #554 pg. 51	9	/		Opp: "Solunar Tables for Jan. & Feb."
	Winsto	n #341 pg. 61 V		
	Pall M	all #206 BC		
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MAGAZINE	ETET.D	& STREAM	TOTAL C	IG. ADS_		
			TOTAL P.	AGES	134	
PHILIP MORE ADS		N. COMPETI P. ADS	and the second s	ZE IF OT P-4	REMARKS	5
	•	Raleigh Lights #l	08 2C			·
Marlboro #579 pg. 9)	8			P: "Hot Wea ass On Flies	
•		Real #142 pg. 21				
		L&M Lights #124 p	g. 51 ·			
		pg Kent Micronite II	. 59 #111			· ·
		Winston #351 pg.	68			
		pall Mall Extra I	g. 79 ight #101 2	color		
		Camel #245 BC				
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MAGAZINE FIELD & STREAM ISSUE August 1978
TOTAL CIG. ADS 10
TOTAL PAGES 154

PHILIP MORRIS	-	COMPETITIVE		
A DS	SEP	A DS	NOT P-4	REMARKS
		Raleigh Lights #104 2C		
Marlboro #590 pg. 11	10			OPP: "Solunar Tables."
Mailboio #390 pg. II	10			Tanies.
		Kool #383 pg. 22-23	SP	
co.				
<u> </u>	_	Winston #352 pg. 33		
		pg. 51		
		Pall Mall Extra Light #101		
		L&M Lights #123 pg. 68		
		Lan Lights #125 pg. 00		
		Salem Lights #119 pg. 81		
		Decade #113 pg. 95		
		Decade #113 pg. 33		 ,
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		Carlton #167 pg. 103	2 color	
		D 2 811 AA DG		
		Real #144 BC		
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			ISSUE_	September	<u>c 1978</u>	
MAGAZINE	FIELD &	STREAM	TOTA	L CIG. ADS	8	
	<u> </u>		TOTAL	L PAGES	186	

PHILIP MORRIS		. COMPETITIVE	SIZE IF	
ADS	SEP	. A DS	NOT_P-4	REMARKS
				,
		2C 1	1	
	 	2C Raleigh Lights 100's #102	ļ	
pg. 9 Marlboro Lights #165	8			OPP: "No One Can Do It For You."
			//	
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		Salem Lights #117 pg. 25		
		pg. 57		
		Kent Micronite II #117 /		
		Camel #252 pg. 68 V		
		/		
		Salem #349 pg. 77		
	ļ	Carlton #167 pg. 105	2 color	
		Pall Mall #209 BC		
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MAGAZINE FI	ELD & STREAM		OTAL CIG.		
			OTAL PAGE	S	128
PHILIP MORRIS	MIN.	COMPETITIVE	SIZE I	म	
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Marlboro #619 2C-pg. 1	9	•	SP		·
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	Golom.	#348 pg. 11			
	Salem				
	77. a.u. la . C	pg. 40 🛩 olden Lights #14	16		
	Kent G	Orden Brancs #1.5			
	Vantag	e #313 pg. 53	B&W		
	. .	pg. 65			
	Pall M	all Light 100's	#101 2 cold	or .	
	Carlto	n #167 pg. 75	2 colo	r	
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	Camel	#252 BC			
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ISSUE February 1978 TOTAL CIG. ADS 13 MAGAZINE FIELD & STREAM TOTAL PAGES 180 MIN. COMPETITIVE PHILIP MORRIS SIZE IF A DS SEP. A DS NOT P-4 REMARKS Salem Lights #111 pg. 3 Kent Micronite II #101 pg. 11 Kool #385 pg. 21 Viceroy #263 pg. 29 L&M Long Lights #104 pg. 38 Fact #127 pg. 51 Decade #104 pg. 59 P-4 & Stapled Real #140 pg. 70 Camel #245 pg. 79 Carlton #159 pg. 99 Winston #341 pg. 107 Opp: "Solunar Tables for Feb. & March". Stapled card. Marlboro #561 pg. 125 Pall Mall #207 BC Source: https://www.industrydocuments.ucsf.edu/docs/nmdm0004

		· ISSUE	March	1978	
MAGAZINE	FIELD & STREAM	TOTALC	CIG. ADS	8	
-		TOTAL F	PAGES	216	

PHILIP MORRIS ADS	MIN. SEP.		SIZE IF NOT P-4	REMARKS
				7)
		Fact #127 2C		
		Winston Lights #123 pg. 13		
		uniscon Lugines "125 pg. 15		
		Viceroy #263 pg. 21		
Monthson #571 ng 57	17	Raleigh #240 pg. 31		Opp: "Solunar Table for March & April". Stapled card.
Marlboro #571 pg. 57	1/			Stapied Cara.
		Camel #246 pg. 77		
		L&M Lights #115 pg. 86		
		Pall Mall #207 BC		
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MAGAZINE	FIELD & STREAM	ISSUETOTAL CIG. ADTOTAL PAGES	S10
PHILIP MORRIS ADS	MIN. COMPETIT SEP. ADS		REMARKS
	L&M Lights #121 2C		
	Real #138 pg. 21		
	Camel #248 pg. 29	1/	
	Kent Micronite II #105	pg. 53	
pg. 61 Marlboro Lights 100's #103	7		Opp: "Solunar Tables".
	Winston #345 pg. 75		
	Salem Lights #115 pg.	84-85 SP	
	Pall Mall #209 pg. 105		
	Carlton #162 pg. 113	J 2 Color	
-	Raleigh #241 3C V	/	
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			ISSUE		<u>May 1978</u>	
MAGAZINE	BIBLD & CED	. 77 71 16	TOTA	L CIG. AD	S 9	
	FIELD & STR	EAM		L PAGES	208	
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PHILIP MORRIS	MIN.	COMPETITIV	E	SIZE IF		
ADS	SEP.	A DS		NOT P-4	REMARKS	
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Marlboro #584 2C	14				Opp: P-4 ad.	
		/	,			
	Real	#139 pg. 15		<u> </u>		
	Kool	#386 pg. 25	//			
	Ralei	gh #240 pg. 33	/			
	L&M L	ights #119 pg. 47	7			
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	Decad	le #113 pg. 63	/			
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MAGAZINE	ותות	D & STREAM	TOTAL	CIG. AD)S <u>8</u>
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PHILIP MORRIS	MIN	. COMPETITIV	E	SIZE IF	
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Marlboro #581 pg. 7	7				Jeers".
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	 	Kent Micronite II #106 p	pg. 15		
·		Raleigh Lights #104 pg.	23		
		Raieigh bights #104 pg.		<u> </u>	
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<u> </u>		Camel #250 pg. 31			
		Real #138 pg. 61			
		pg. Pall Mall Extra Light #1	I	2 Color	
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		Carlton #164 pg. 105		2 Color	
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MAGAZINE ARMY		ISSUE Jul TOTAL CIG. ADS_	2
		TOTAL PAGES	68
PHILIP MORRISADS	MIN. COMPETITIVI SEP. ADS	E SIZE IF NOT P-4	REMARKS
	Real #142 pg. 45	•	
	Winston #351 BC		
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	MAGAZINE ARMY TIMES GROUP				ISSUE <i>July 17, 1978</i>			
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MAGAZINE ARMY	Y TIMES GROUP	TOTAL	CIG. ADS	
		- TOTAL	PAGES	64
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	Raleigh Lights #111 pg.	12	B&W	
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	Winston #354 pg. 33			
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MAGAZINE ARMY			L CIG. ADS	<u>.4</u> 56
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PHILIP MORRIS ADS	MIN. COMPETITIVE SEP. ADS		SIZE IF NOT P-4	REMARKS
	Vantage #309 pg. 5	1	B&W	
	Real #145 pg. 17			
	Camel #253 pg. 29			
	LEM Lights #126 pg. 41			
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MAGAZINE ARMY 1	TIMES GROUP		TOTAL CIG. A TOTAL PAGES	
			TOTAL PAGES	64
PHILIP MORRIS	MIN.	COMPETITIV	E SIZE IF	
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MAGAZINE ARMY	TIMES	GROUP	TOTAL CI	G. ADS	3
			TOTAL PA	AGES	64
PHILIP MORRIS	MIN	COMPETITIV	ਛੇ ਵਾਂ	ve te	
ADS	SEP.	A DS	NC	T P-4	REMARKS
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Marlboro #597 pg. 32-33	25	· · · · · · · · · · · · · · · · · · ·	CS		
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ISSUE August 21, 1978 TOTAL CIG. ADS MAGAZINE THE ARMY TIMES GROUP TOTAL PAGES PHILIP MORRIS MIN. · COMPETITIVE SIZE IF ADS SEP. A DS NOT P-4 REMARKS Vantage #314 pg. 5 B&W 2/3 pg. pg. 19 Raleigh Lights 100's #103 B&W OPP: "News Articles." 7 B&W B&H Lights #129 pg. 27 Real #145 pg. 45 2040674848 Source: https://www.industrydocuments.ucsf.edu/docs/nmdm0004

ISSUE August 28, 1978 TOTAL CIG. ADS 2 MAGAZINE Army Times Group TOTAL PAGES PHILIP MORRIS MIN. COMPETITIVE SIZE IF ADS SEP. A DS NOT P-4. REMARKS Kool #403 pg. 11 Winston Lights #136 BC 2040674849

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MAGAZINE A	RMY TIMES G	ROUP	TOTAL CIG.	
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PHILIP MORRIS	MIN.	COMPETITIV	VE SIZE I	F
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Marlboro #589 pg. 19	9			
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		ISSUE September 11,	1978
MAGAZINE	ARMY TIMES GROUP	TOTAL CIG. ADS	5
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PHILIP MORRIS	MIN,	COMPETITIVE	SIZE IF	
ADS	SEP.		NOT P-4	REMARKS
pg. 5 Marlboro Lights #171	7		B&W	OPP: "News Articles."
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		Raleigh Lights 100's #103	B&W 2/3 pg.	
		Salem #338 pg. 21	_	
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		Vantage #314 pg. 29	DWW	
		Camel #252 pg. 49		
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ISSUE September 18, 1978 TOTAL CIG. ADS 2 MAGAZINE ARMY TIMES GROUP TOTAL PAGES PHILIP MORRIS MIN. COMPETITIVE SIZE IF ADS SEP. A DS NOT P-4 REMARKS Real #150 pg. 11 Marlboro #598 BC 52 Source: https://www.industrydocuments.ucsf.edu/docs/nmdm0004

MAGAZINE ARM	v minne	S GROUP	ISSUE Sep TOTAL CIG. AI	tember 25, 1978
ARII	T T T1,117.		TOTAL PAGES_	68
PHILIP MORRIS	MIN.			
A DS	SEP.	A DS	NOT P-4	REMARKS
Merit #284 pg. 5	23	•	B&W	OPP: "News Articles."
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		Kool #407 pg. 29		
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MAGAZINE Ar	my Times Group		L CIG. AI	
		TOTA	L PAGES_	64
PHILIP MORRIS ADS		OMPETITIVE ADS	SIZE IF	REMARKS
	18		B&W	OPP: "News Articles."
B&H Lights #133 pg. 5	101		DOW	AI CICIES.
Marlboro #594 pg. 24	22			OPP: "News Articles."
	L&M Long I	Lights #113 pg.47		
	Salem #349			
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ISSUE October 9, 1978 TOTAL CIG. ADS MAGAZINE ARMY TIMES GROUP TOTAL PAGES PHILIP MORRIS MIN. COMPETITIVE SIZE IF ADS SEP. A DS NOT P-4 REMARKS Winston Lights #139 pg. 6 OPP: "News Articles" & 1/4 pg. B&W ad. pg. 19 Marlboro Lights #173 9 B&W 2/3 pg. pg. 29 Raleigh Lights 100's #107 B&W 2040674855

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MAGAZINE	ARMY TIMES (GROUP		CIG. ADS_	
 			TOTAL I	PAGES	64
PHILIP MORRIS ADS	MIN. SEP.	COMPETITI ADS		IZE IF IOT P-4	REMARKŠ
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	T.7 4	.ou Tichta #320	ng 11		
	WINST	on Lights #139	/ pg.11		
	Kool	#405 pg. 27			
Marlboro #591 BC	36				
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MAGAZINE ARMY TIMES GROUP ISSUE October 23, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 64

	PHILIP M	MIN SEP			SIZE IF	REMARKS
Merit	#300 pg.	56			B&W	OPP: "News Articles" & 1/4 pg. B&W ad.
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			TOTAL CIG. ADS 5				
MAGAZINE ARMY	TIMES	GROUP				5 68	
			TOTAL	PAGES_		80	
PHILIP MORRIS	MIN.	COMPETITIV	E	SIZE IF	v		
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		Winston #361 pg. 6				•	
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		pg. 14		2/3 pg.			
		Raleigh Lights 100's	∃ #107	B&W			
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		Vantage #314 pg. 27		B&W			
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Marlboro #611 pg. 37	9	·		B&W	Articles."		
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		Salem #348 BC					
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		L&M Long Lights #113 pg.51			**	
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		ISSUE November 1	3, 1978
MAGAZINE	ARMY TIMES GROUP	TOTAL CIG. ADS	. 5
		TOTAL PAGES	72

PHILIP MORRIS	MIN	. COMPETITIVE	SIZE IF	•
ADS	SEF	. A DS	NOT P-4	REMARKS
				OPP: "News
Merit #307 pg. 5	9		B&W	Articles."
	 			
		Real #155 pg. 15	/	
		pg. 31		·
•	-	Viceroy Rich Lights #106		
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				OPP: "News
rlboro #589 pg. 51	19	<u> </u>	/	Articles."
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		Winston Lights #139 BC		·
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pg. 21					OPP: "Orders" & "Decorations" &
Marlboro Lights #174	11		,	B&W	½ pg. B&W ad.
		Kool #403 pg. 57			•
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		Real #155 pg. 6		
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